



# **SchoolFood Plus Initiative**

**19-20 July 2005**

**National Round Table on the Prevention of Childhood Obesity**

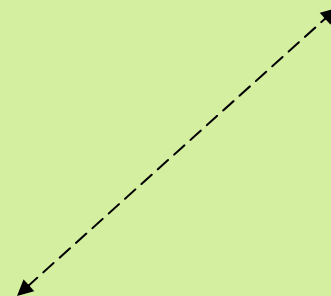
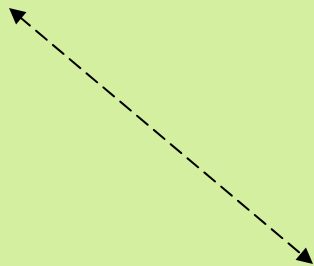
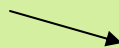
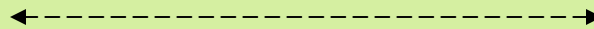
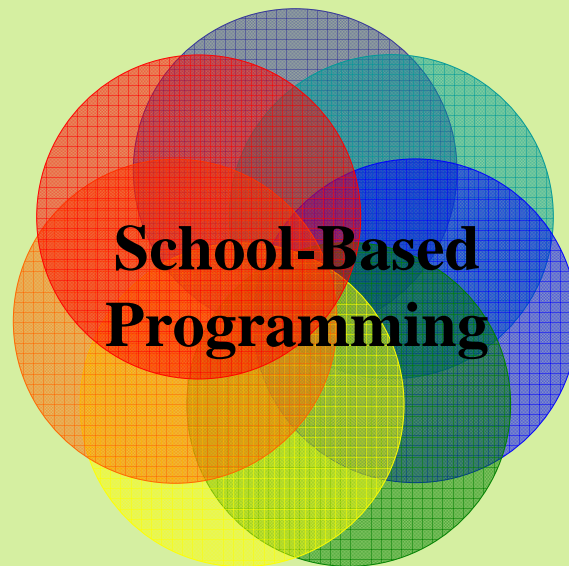
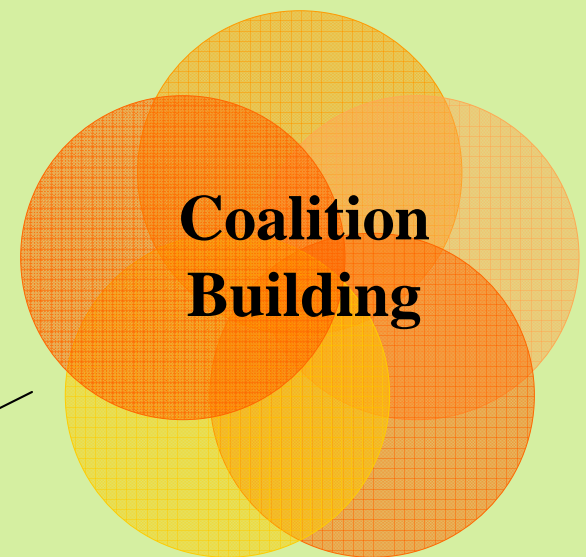
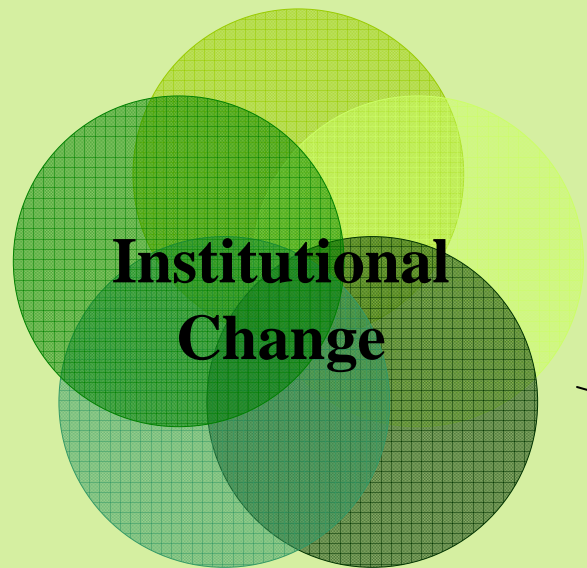
**U.S. Department of Agriculture (USDA)**

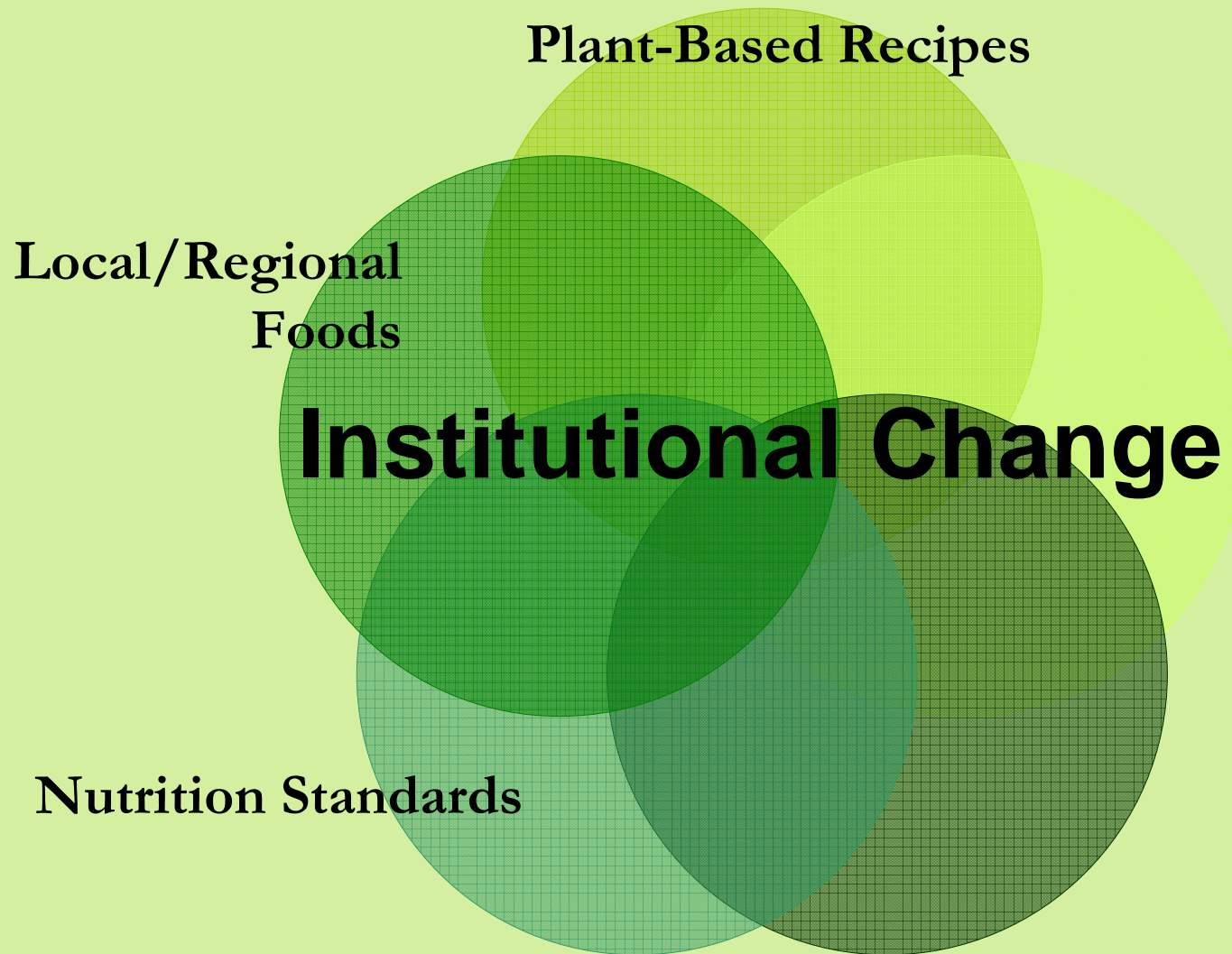
**W.K. Kellogg Foundation**

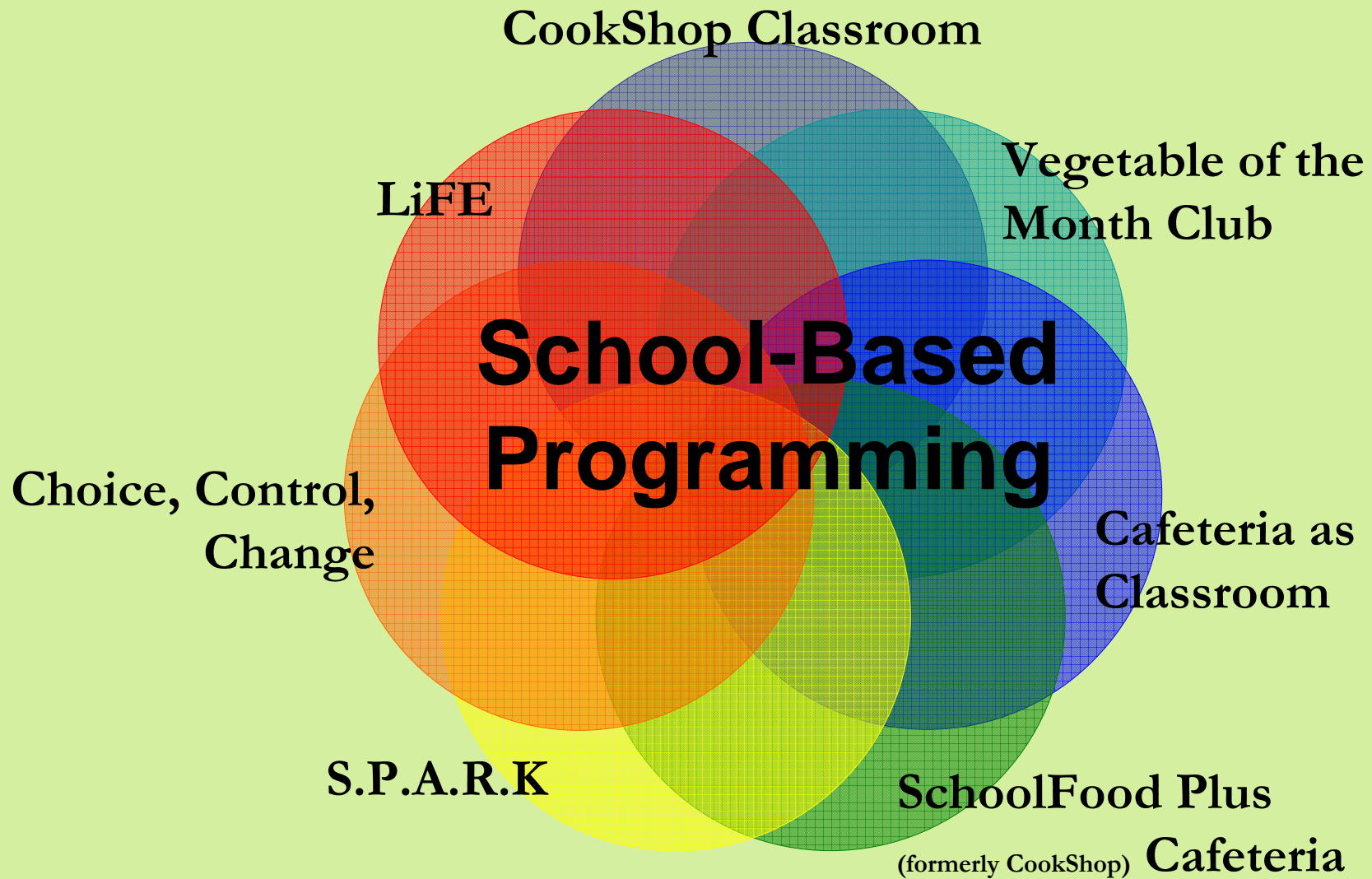
# **PROJECT GOALS**

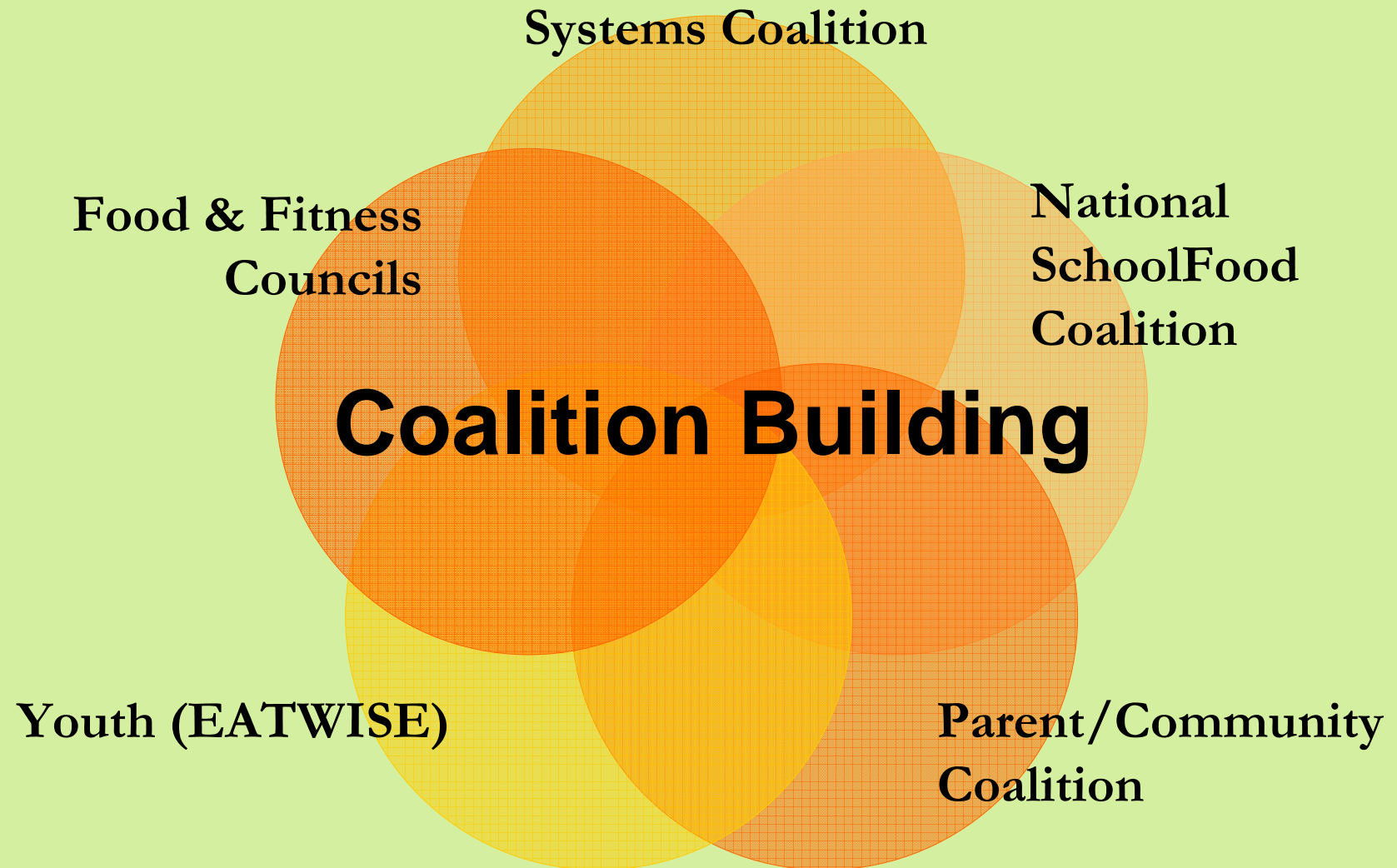
**Improve eating habits, health,  
and academic performance of  
students within reach of the  
NYC school meal system**

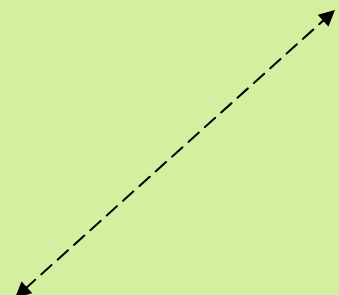
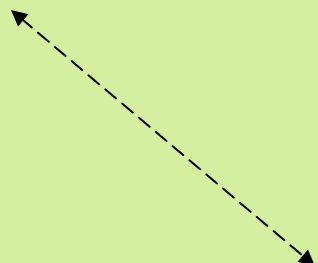
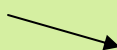
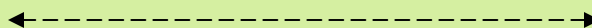
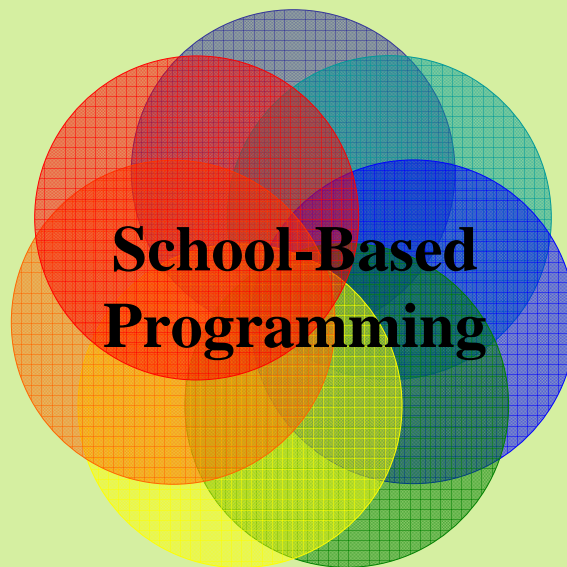
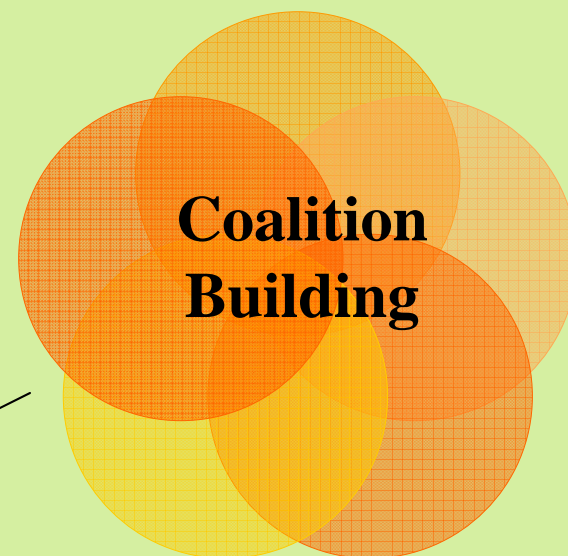
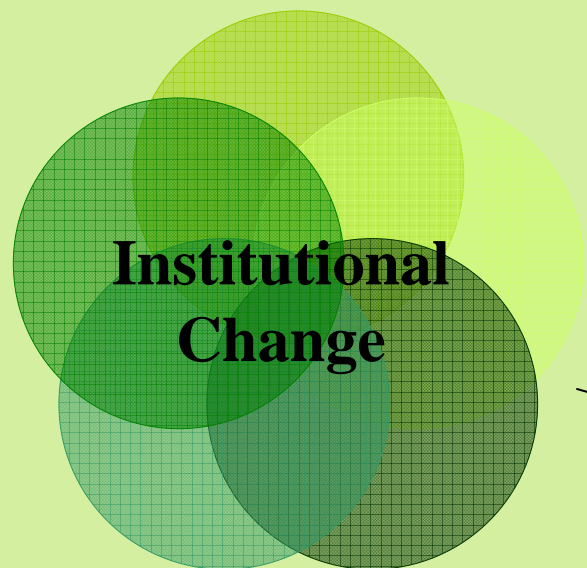
**Strengthen local/regional  
agricultural economy through  
the purchasing power of the  
NYC school meal system**











# **SchoolFood Plus Initiative**

## **Primary Partners**

- **NYC Department of Education, Office of School Food**
- **NYC Department of Health and Mental Hygiene**
- **NY State Department of Agriculture and Markets**
- **Teachers College, Columbia University**
- **FoodChange**

# PROJECT CONTEXT

## **Reach of the NYC school meal system**

- 1.1 million students
- 1565 schools and programs
- School Meals are available at 1450 locations

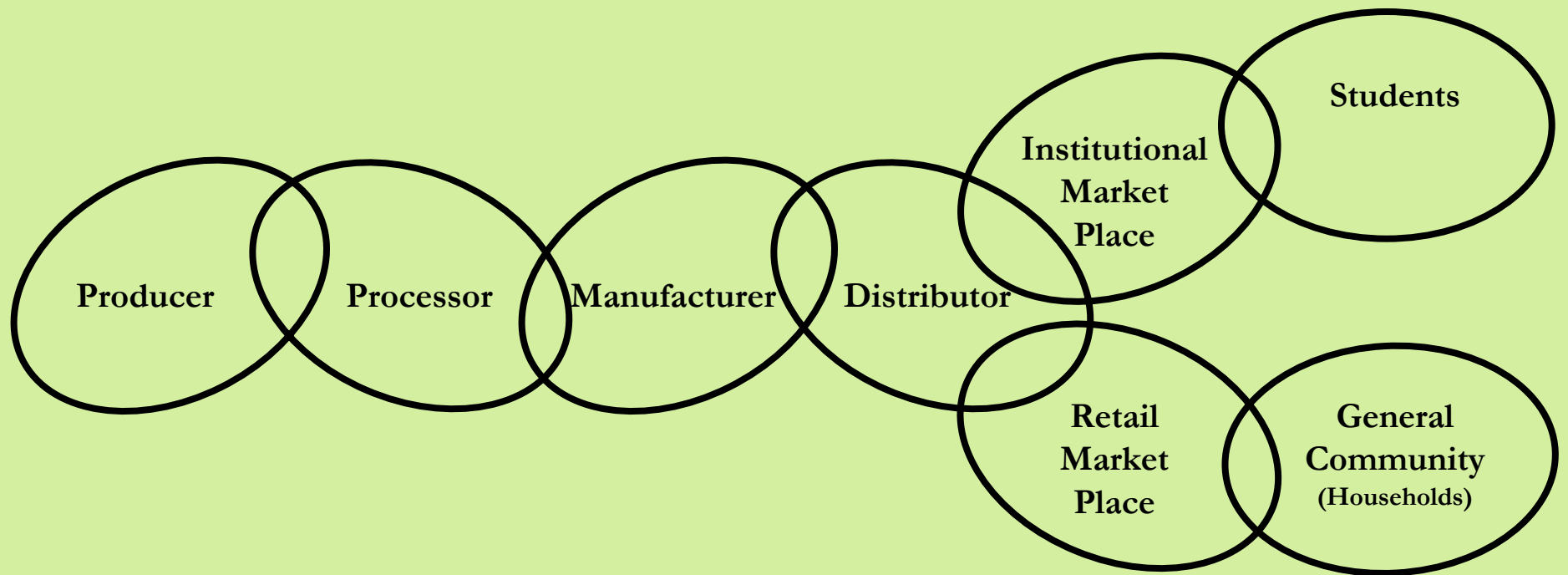
# PROJECT CONTEXT

## **Purchasing power of the NYC school meal system**

- \$358 is spent per child each school year on food services
- ~860,000 meals are served each day
- \$3 million available through DoD Fresh

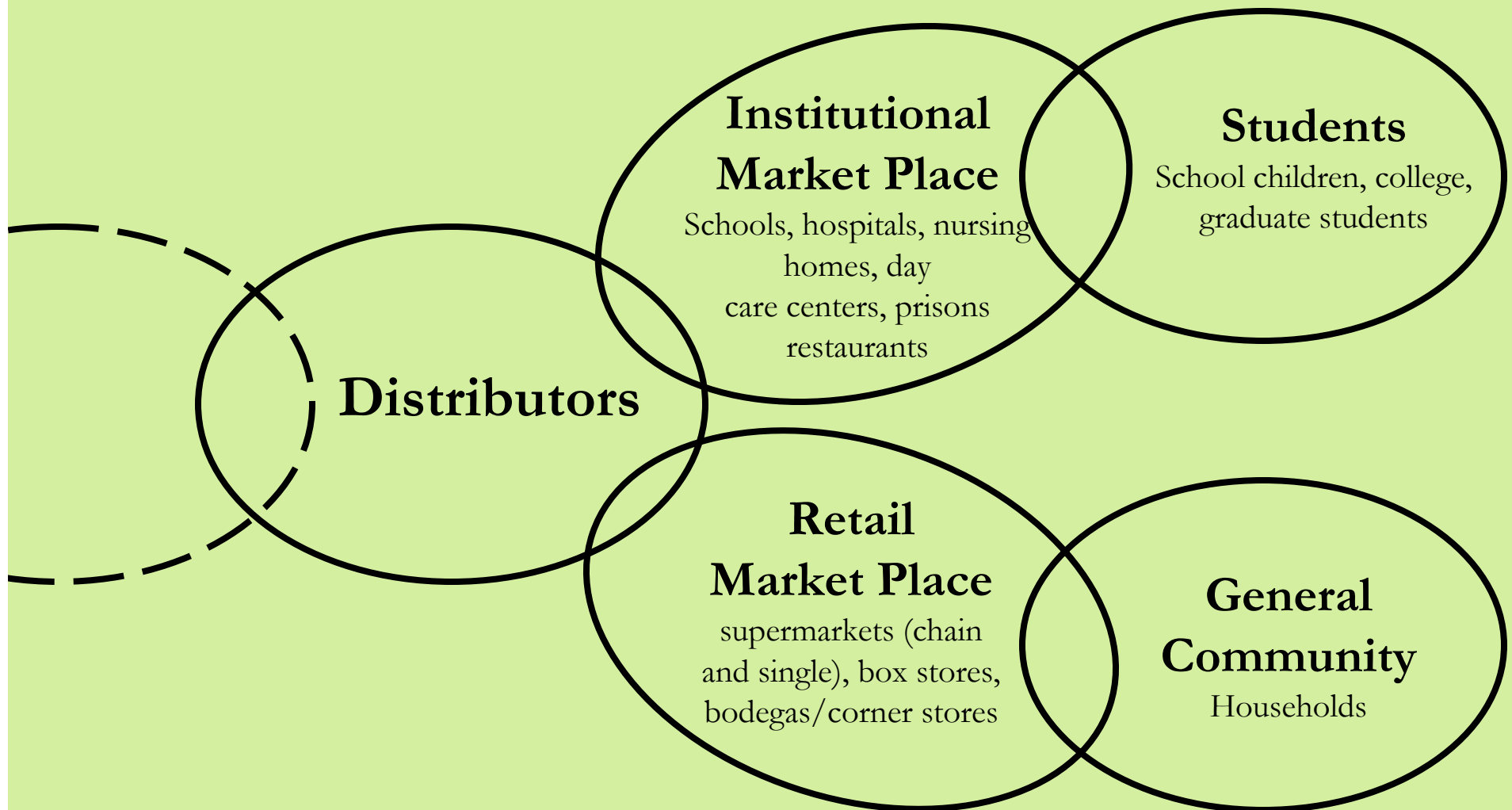
# Food Supply Chain

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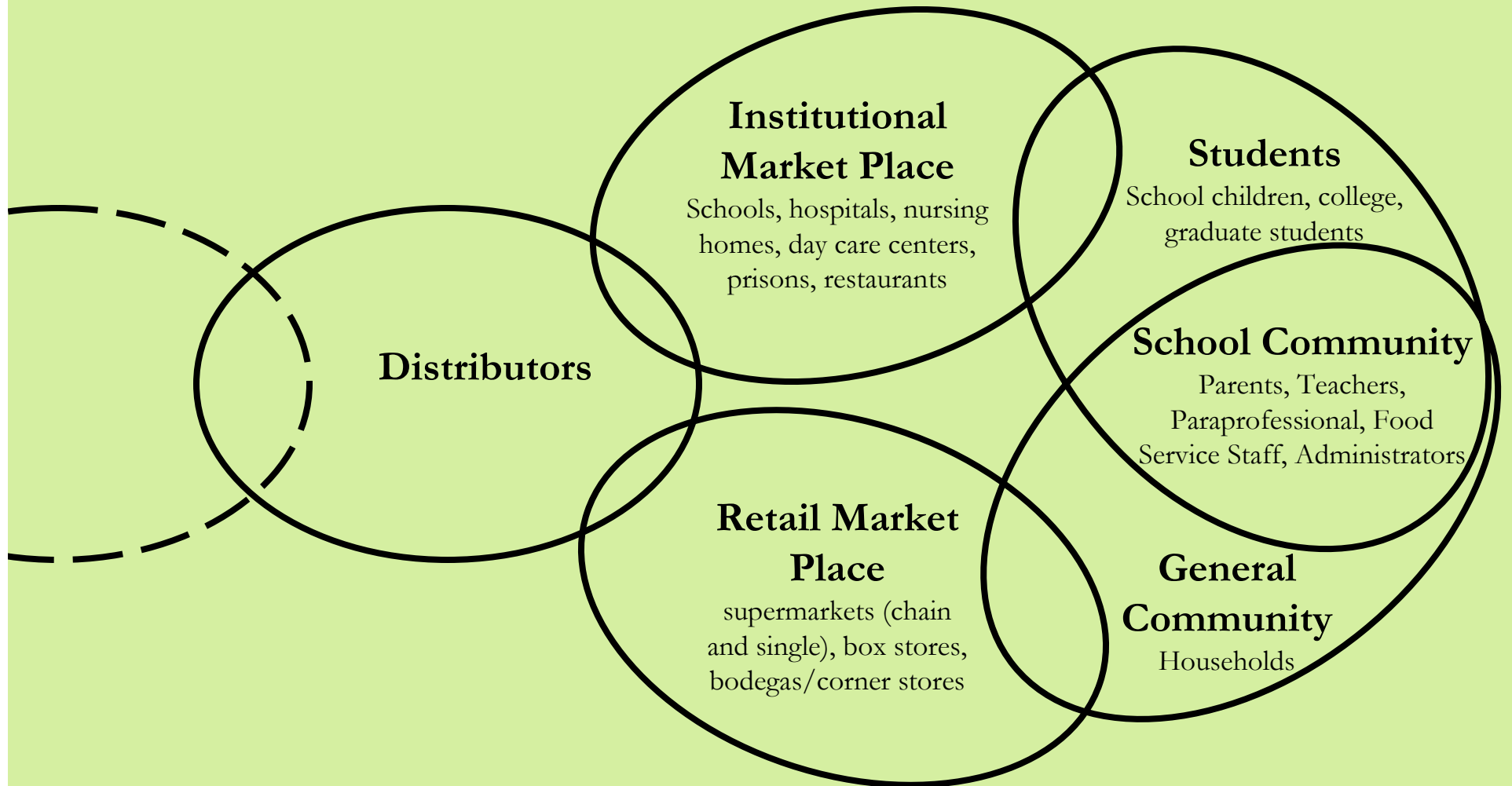
# Food Supply Chain: Close-up

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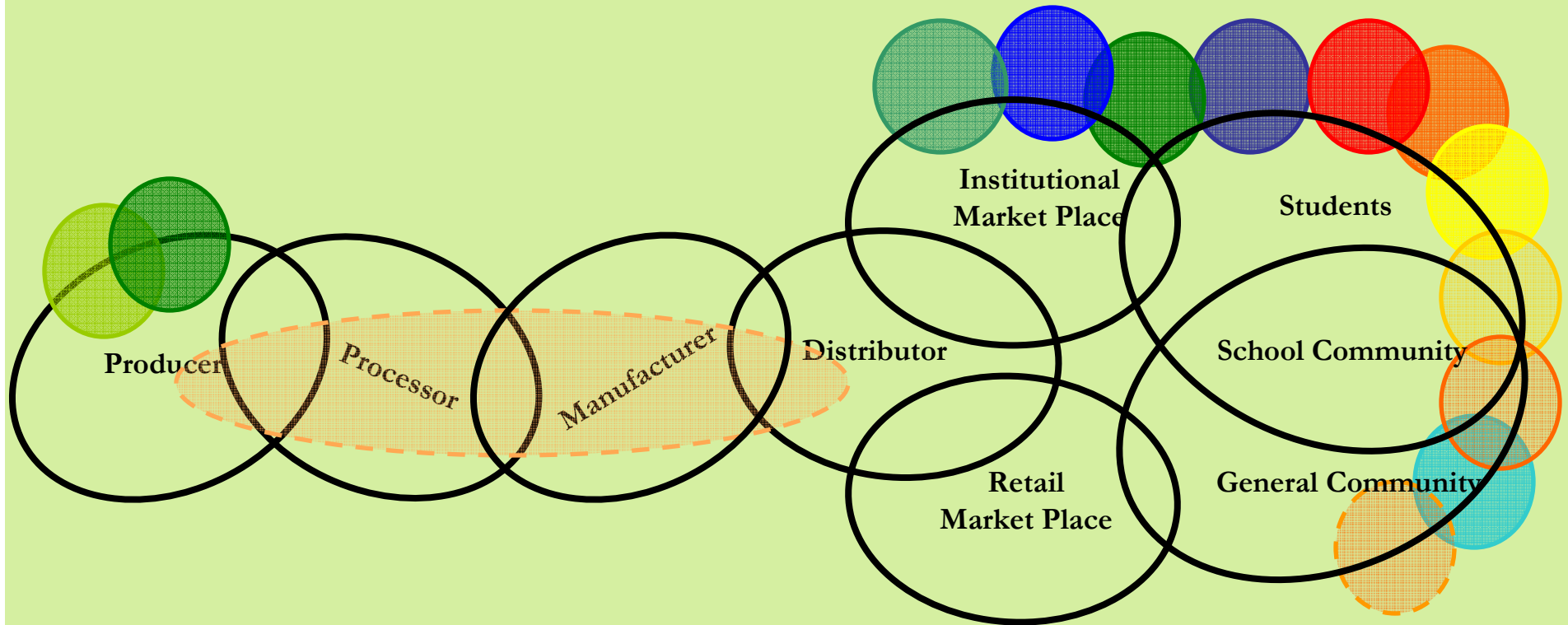
# Food Supply Chain: Close-up

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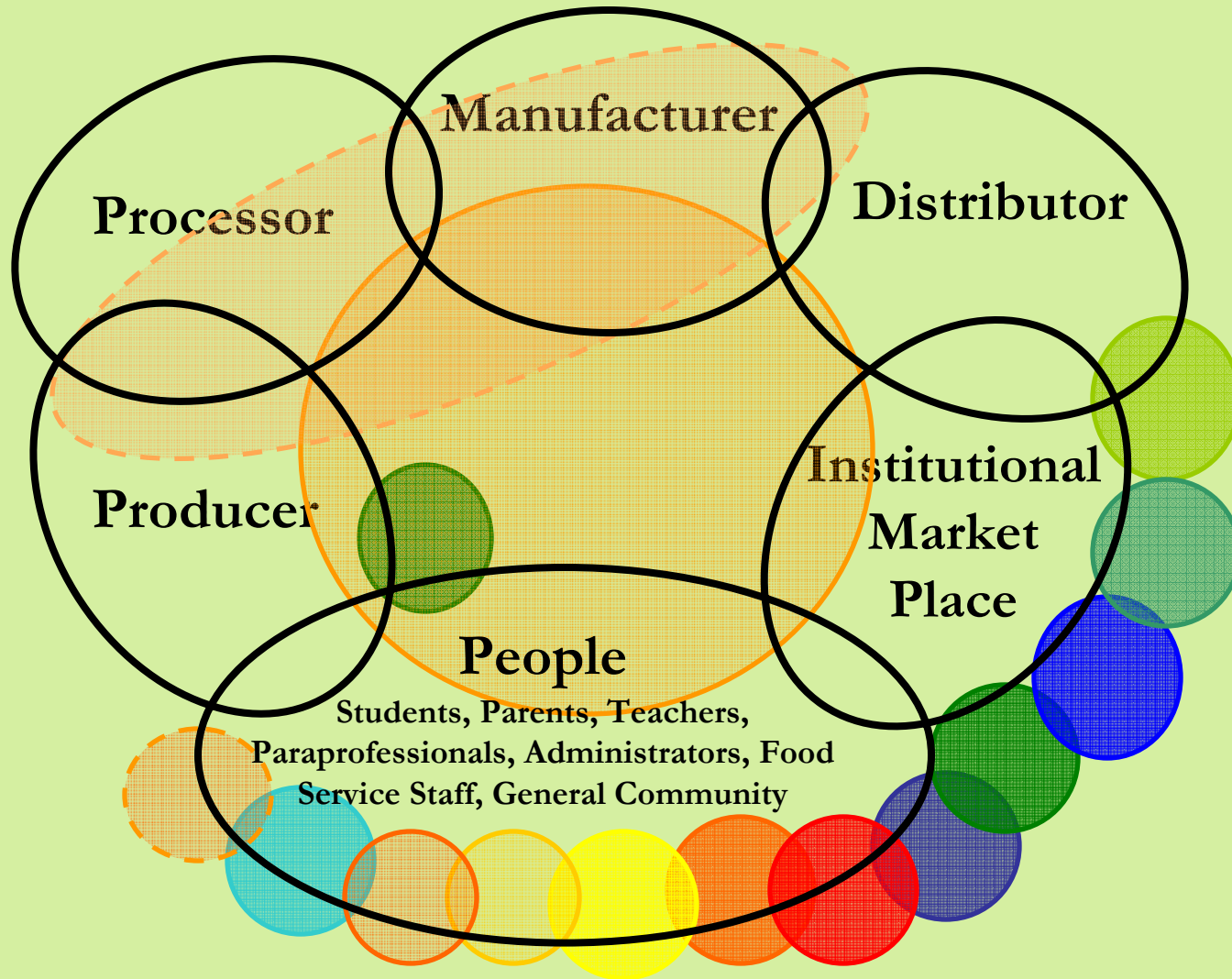
# Components of SchoolFood Plus in relation to a food supply chain

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# Bringing the supply chain full circle to foster a Sustainable Food System

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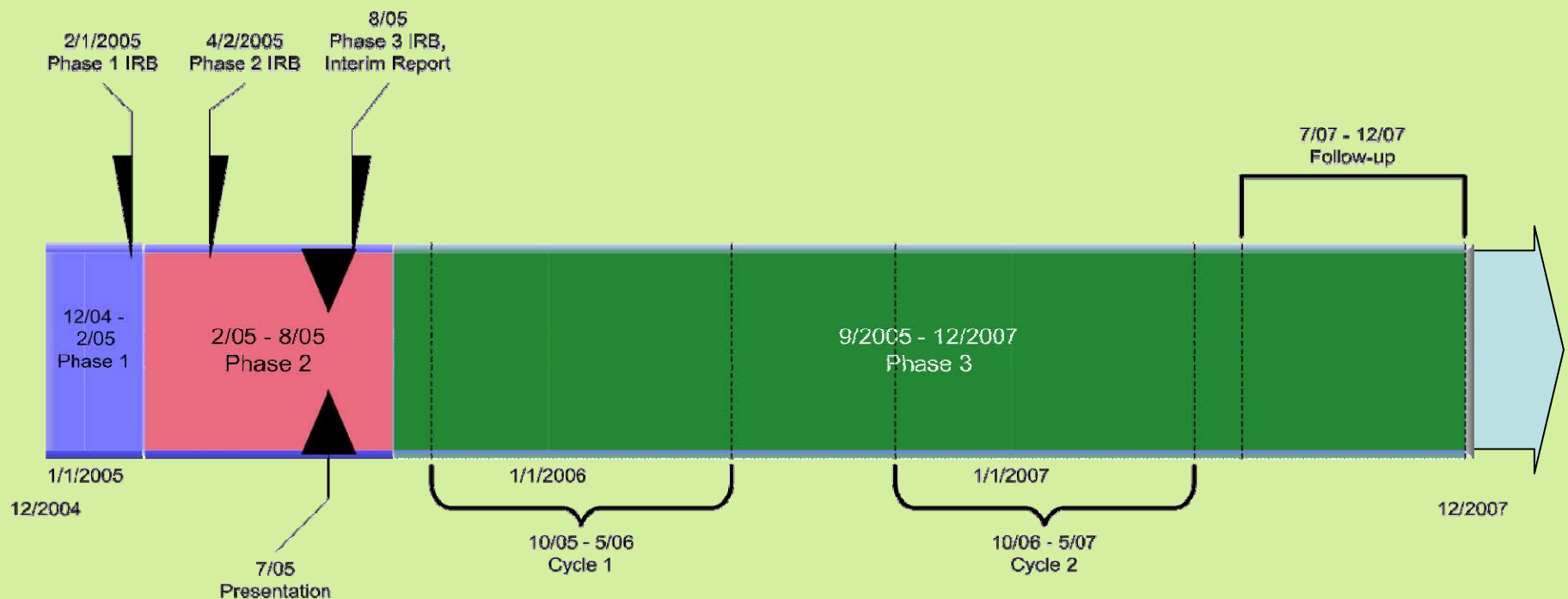
# **PROJECT GOALS**

**Improve eating habits, health,  
and academic performance of  
students within reach of the  
NYC school meal system**

**Strengthen local/regional  
agricultural economy through  
the purchasing power of the  
NYC school meal system**

# Evaluation Timeline

- Phase 1: Orientation, initial IRB proposal, and Phase 2 evaluation design
- Phase 2: Baseline data collection, initial formative evaluation, instrument testing, interim report, Phase 3 evaluation design
- Phase 3: Formative and outcome evaluation over two school year implementation cycle and follow-up period, final report



# Research Questions

Research Question		Formative, Context, Outcome
1	What is SchoolFood Plus, how was it implemented, and how did implementation vary from the plan?	F, C
2	How have SchoolFood Plus recipes been utilized by OSF and participating schools?	F
3	Has students' consumption of SchoolFood Plus recipes increased in participating schools, and why?	O
4	Has SchoolFood Plus led to increases in the number of students eating school meals?	O
5	How have students, teachers, administration, parents, and coalition partners responded to SchoolFood Plus?	F
6	Does participation in Cookshop® Cafeteria or Cookshop® Classroom lead to change in KAB about food, farming, cooking, and consumption compared to nonparticipants?	O
7	Have the three different combinations of Cookshop® (cafeteria only, classroom only, or intensive model) led to different outcomes in terms of student knowledge, attitudes, behavior, and program satisfaction?	O
8	How has procurement of locally grown fruits and vegetables changed as a result of SchoolFood Plus and who are the participating farmers?	O
9	How has participating in SchoolFood Plus affected local farmers, individually and in aggregate?	O
10	What value have the various coalitions added to the SchoolFood Plus program?	F



**SchoolFood  
Plus  
Initiative**